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Amendment
Attorney Docket No. M112.2P-10064-US01

Amendments To The Claims:

1. (Previously Presented) A process of forming a magnetic assembly having at least one magnetic layer having dimensions of thickness, width and length, and at least one printable substrate layer having dimensions of thickness, width and length, comprising the steps of:
 - a) providing a magnetic hot melt composition at an elevated temperature with an extruder, said magnetic hot melt composition comprising about 75 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 25 wt-% of at least one thermoplastic polymer; and
 - b) directly applying said magnetic hot melt composition with a slot die head at an elevated temperature when it is pliable to a printable substrate layer, the printable substrate layer formed of paper, paper products or paste board.
- 2-3. (Canceled)
4. (Original) The process of claim 1 further comprising subjecting said magnetic assembly to a strong magnetic field sufficient to result in a permanent magnetic effect in the assembly.
5. (Original) The process of Claim 4 wherein the magnetic composition is at an elevated temperature while subjecting said magnetic assembly to said magnetic field.
6. (Previously Presented) The process of Claim 4 wherein said magnetic composition is at ambient temperature.
7. (Original) The process of Claim 4 wherein said magnetizing step is accomplished after said applying step during said forming process.
- 8-12. (Canceled)
13. (Original) The process of Claim 1 wherein said temperature of application is from about

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135 °C to about 190 °C.

14-30. (Canceled)

31. (Original) The process of Claim 1 wherein said printable layer is further treated with a varnish, lacquer, film or mixture thereof.

32. (Original) The process of Claim 1 wherein said magnetic layer is further joined to a release liner.

33. (Original) The process of Claim 32 wherein said release liner is adhered to an article through the use of an adhesive.

34. (Original) The process of Claim 33 wherein said article is a magazine, book, food package, beverage container, envelope or box.

35. (Canceled)

36. (Original) The process of Claim 32 wherein said magnetic assembly further has an overlamine over said printable substrate layer.

37. (Original) The process of Claim 32 wherein said overlamine is perforated in substantially the same dimensions as said magnetic assembly.

38-74. (Canceled)

75. (Currently Amended) The process of claim 1 further comprising the steps of:

c) forming said magnetic assembly of claim 1 into a plurality of magnetic sheet assemblies;
and

d) layering the sheet assemblies together to form a stacked pad; and

e) binding said sheet assemblies together at one end.

76-78. (Canceled)

79. (Previously Presented) The method of claim 1 wherein said magnetic hot melt composition

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is directly applied to said printable substrate layer at a rate of greater than 80 to about 500 feet/minute.

80. (Previously Presented) The method of claim 1 wherein said magnetic hot melt composition is directly applied to said printable substrate layer at a rate of about 250 feet/minute to about 500 feet/minute.

81. (Previously Presented) The method of claim 1 wherein said magnetic hot melt composition comprises about 85 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 15 wt-% of at least one thermoplastic polymer.

82. (Previously Presented) A process of forming a magnetic assembly having at least one magnetic layer having dimensions of thickness, width and length, and at least one printable substrate layer having dimensions of thickness, width and length, comprising the steps of:

- a) providing a magnetic hot melt composition at an elevated temperature, said magnetic hot melt composition comprising about 80 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 20 wt-% of at least one thermoplastic polymer; and
- b) directly applying said magnetic hot melt composition at an elevated temperature when it is pliable to a printable substrate layer, the printable substrate layer formed of paper, paper products or paste board.

83. (Previously Presented) The process of claim 82 wherein said magnetic hot melt composition comprises about 85 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 15 wt-% of at least one thermoplastic polymer.

84. (Previously Presented) A process of forming a magnetic assembly having at least one magnetic layer having dimensions of thickness, width and length, and at least one printable substrate layer having dimensions of thickness, width and length, comprising the steps of:

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- a) providing a magnetic hot melt composition at an elevated temperature with an extruder, said magnetic hot melt composition comprising about 80 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 20 wt-% of at least one thermoplastic polymer; and
- b) directly applying said magnetic hot melt composition at an elevated temperature with a slot die head when it is pliable to a printable substrate layer, the printable substrate layer formed of paper, paper products or paste board.

85. (Previously Presented) The process of claim 84 wherein said magnetic hot melt composition comprises about 85 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 15 wt-% of at least one thermoplastic polymer.

86. (New) A unitary process of forming a magnetic assembly having at least one magnetic layer having dimensions of thickness, width and length, and at least one printable substrate layer having dimensions of thickness, width and length, comprising the steps of:

- a) providing a magnetic hot melt composition at an elevated temperature with an extruder, said magnetic hot melt composition comprising about 85 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 15 wt-% of at least one thermoplastic polymer;
- b) directly applying said magnetic hot melt composition with a slot die head at an elevated temperature when it is pliable to a printable substrate layer to form a magnetic layer having a thickness of about 50 microns to about 305 microns, the printable substrate layer formed of paper, paper products or paste board; and
- c) subjecting said magnetic assembly to a strong magnetic field sufficient to result in a permanent magnetic effect in the assembly.